

PROMTPRESS PUBLIC REPORT

Channel audit

Financial Instinct



@finance_instinct

Here business is spoken in human language! Ads:

@Andrew_Instinct Registration in RKN: <https://clck.ru/3M5rkT>

SUBSCRIBERS

121 567

-108 per month

ERR (% SEE POSTS)

18.0%

per day 8.5%

REACH/POST

20.4K

ad reach 10.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 121 567 —	 SUBSCRIBER REACH 16.82% avg % subs see post	 VIEWS/POST 20.4K median 22.1K · 29 days	 POSTS/WEEK 19.8 for period
 7D TREND -4.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 812 chars median 838 · 29 days	 POSTS ANALYZED 83 29 days
 AD REACH 10.4K 24h avg	 CHURN / MONTH -108 last month	 CITATION RATE 229 citation index · 305 channels mentioned all time	 CHANNEL AGE 6 years 1 month created 18.04.2020

AI EDITOR SUMMARY

Channel «Financial Instinct» — 121 567 subs. Each post averages 20.4K people (17% from subs), this is avg reach — room to grow. Publishes 20 posts per week (~3/day) — regular schedule. Week of Jun 1–7 reach stable (-4.3% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 83 posts in 29 days.
- 02 Dominant format — Photo (81/83 posts).
- 03 Avg post length — 812 chars (median 838).
- 04 Audience peak activity — Friday, 20:00 MSK.
- 05 Top posts get 1x more views than the weakest (22.7K avg for top vs 16.6K for bottom) — among 83 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 07:17 PHOTO A Feast of Financial Frauds Financial history has major scams that led to billions in losses. The story of Jérôme Kerviel...	VIEWS 22 699 REP. 78	REACTIONS — ER 18.7%
Nº2 14.05 · 11:19 PHOTO Financial Analyst A financial analyst is not just someone with an Excel sheet. They see the future behind the numbers. While...	VIEWS 22 695 REP. 75	REACTIONS — ER 18.7%
Nº3 17.05 · 11:20 PHOTO Customer Development — key to a successful startup Customer Development is a method proposed by American entrepreneurs Stan...	VIEWS 22 692 REP. 77	REACTIONS — ER 18.7%

Nº414.05 · 07:19 PHOTO Situational marketing — playing by the moment's rules Situational marketing is a brand's ability to quickly react to world events and...	VIEWS 22 675 REP. 78	REACTIONS — ER 18.7%
Nº515.05 · 17:03 PHOTO Not price, but strategy Price is not just a number, but a tool to manage perception and profit. The old "cost-plus" method no longer...	VIEWS 22 674 REP. 66	REACTIONS — ER 18.7%

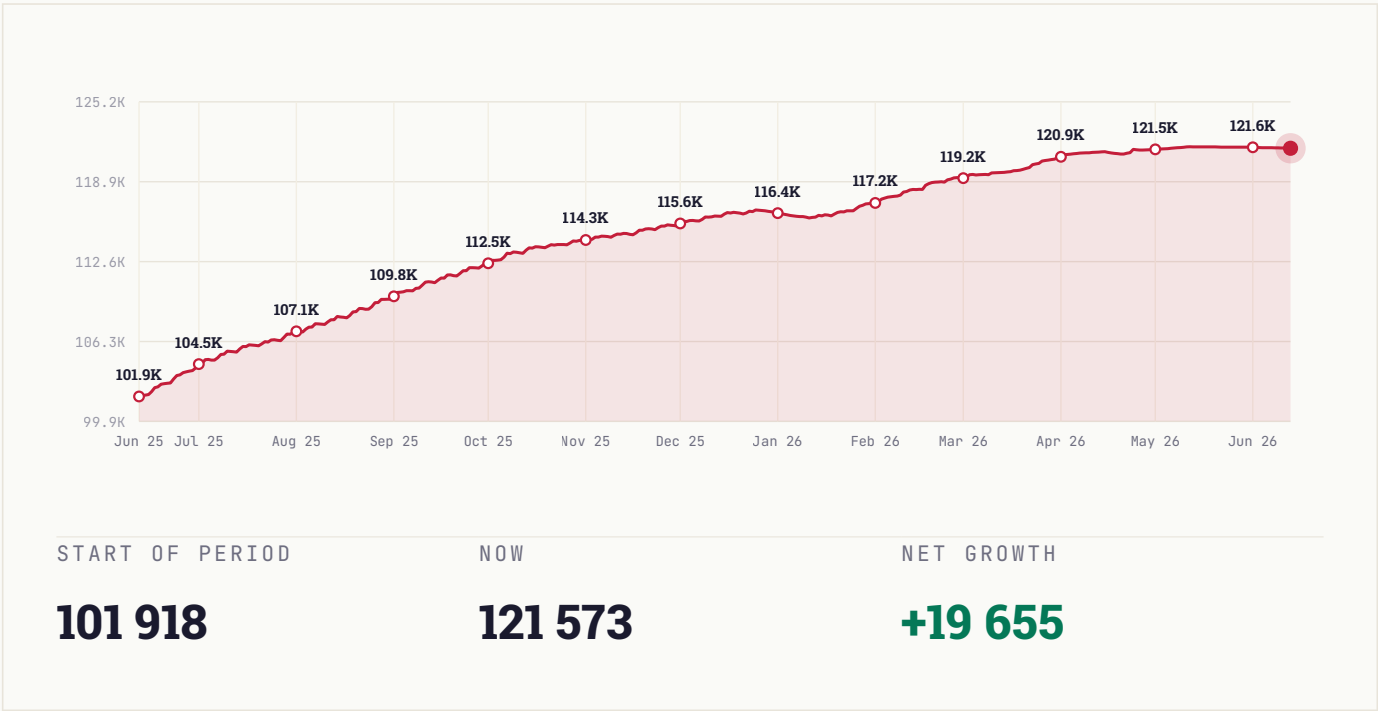
WORST 3

↓ 09.06 · 07:13 PHOTO Where it all began Personal experience always sparks interest and builds trust. That's why books about the rise of famous brands and...	VIEWS 16 945 REP. 80	REACTIONS — ER 13.9%
↓ 09.06 · 11:13 PHOTO The Art of Saying No Sam Sterling, strategy director at digital agency AKQA, spent two and a half years analyzing 16 dynamic...	VIEWS 16 688 REP. 84	REACTIONS — ER 13.7%
↓ 09.06 · 15:31 PHOTO Instincts as a business driver Human behavior is largely determined by deep innate reactions shaped by evolution...	VIEWS 16 294 REP. 69	REACTIONS — ER 13.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

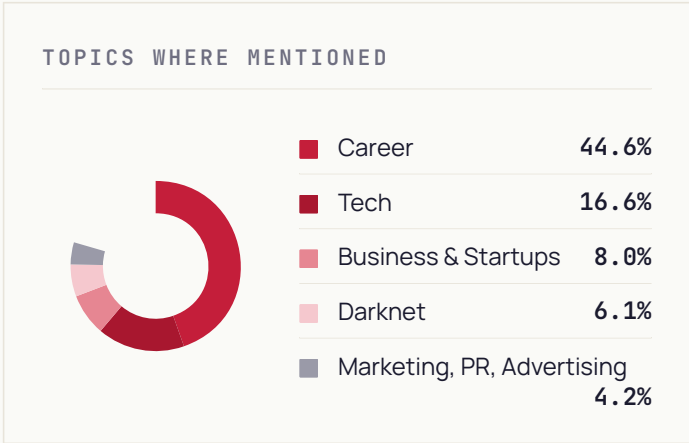
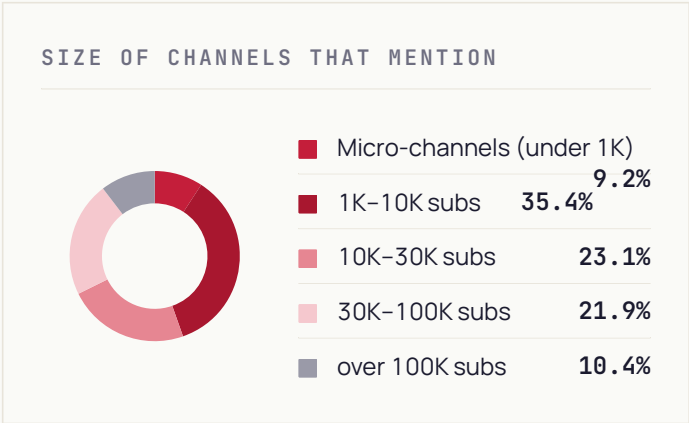
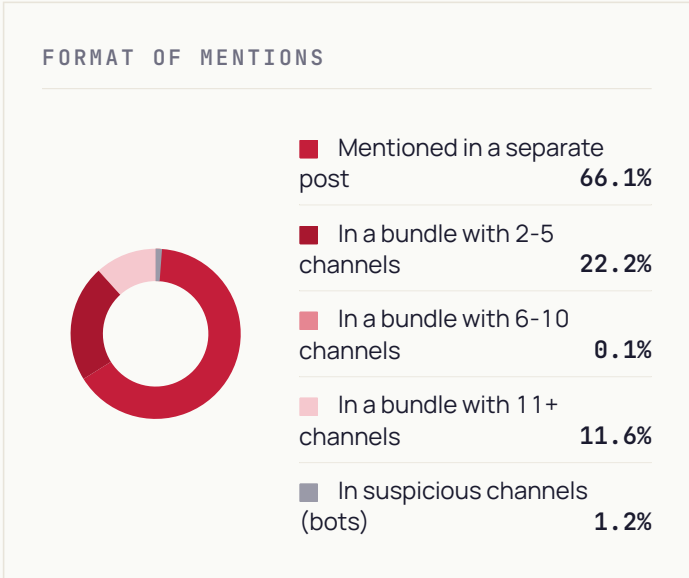
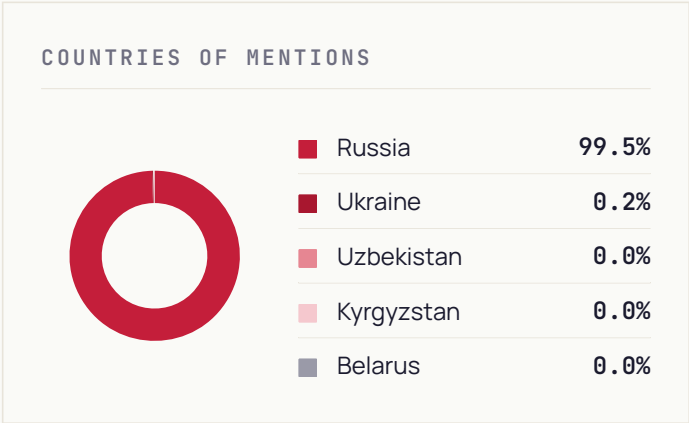
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

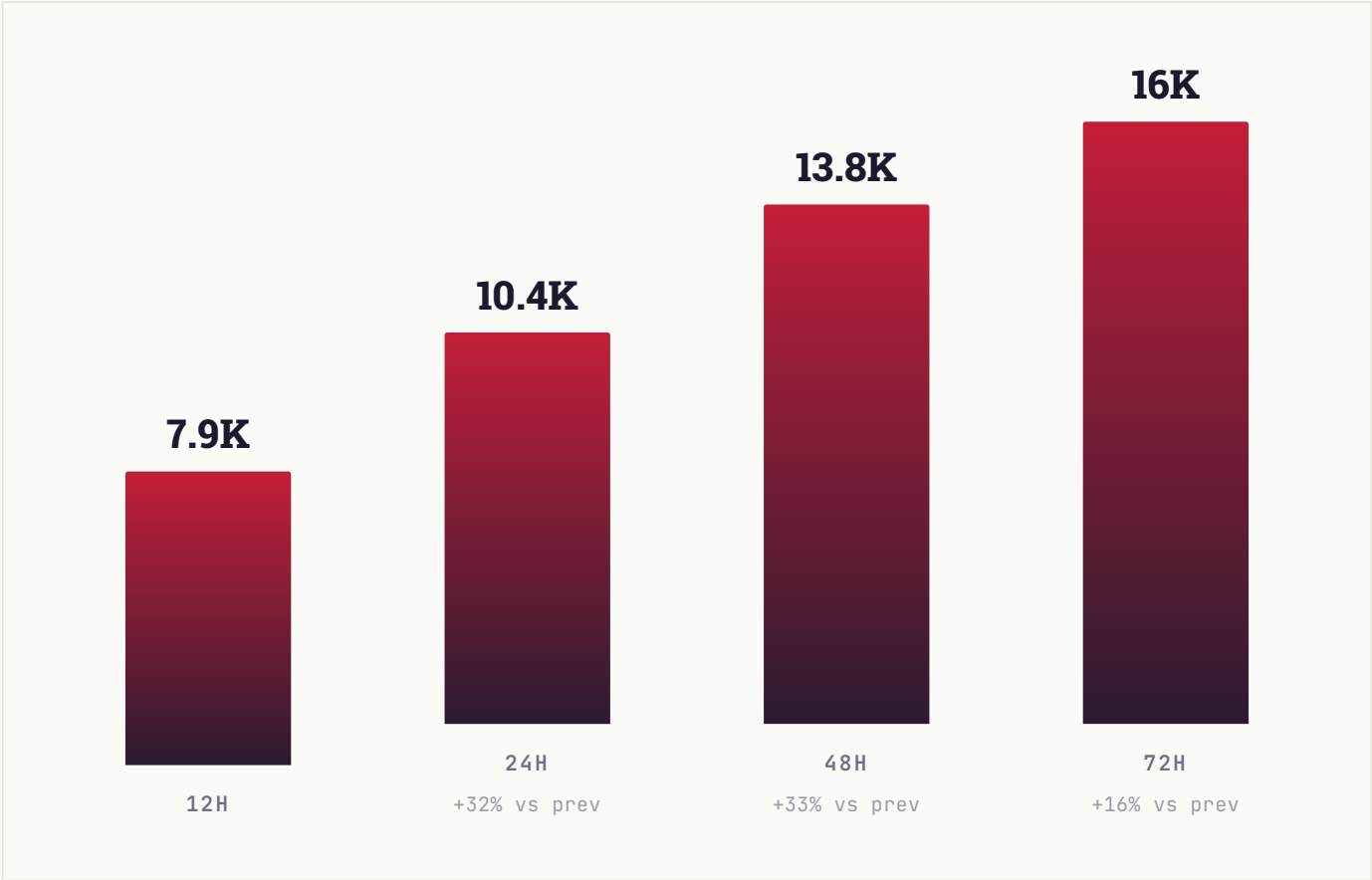
Citation index **229** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **305** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Books on a Million Business Blog	872.2K
SS Merger & acquisition	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
PR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
FI Financial Instinct YOU	121.6K

COMPARATIVE INSIGHT

Channel in top half of niche (#42 of 100). Niche leader — Moscow Business (966.6K), median subs 102.7K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions count **78**, they brought **14 326** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	12	12	1 562
November 2025	11	11	1 538
October 2025	13	13	2 132
September 2025	14	14	3 066
August 2025	12	12	2 920
July 2025	16	14	3 108

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
78	6	14 326

SECTION 08 · NICHE COMPARISON

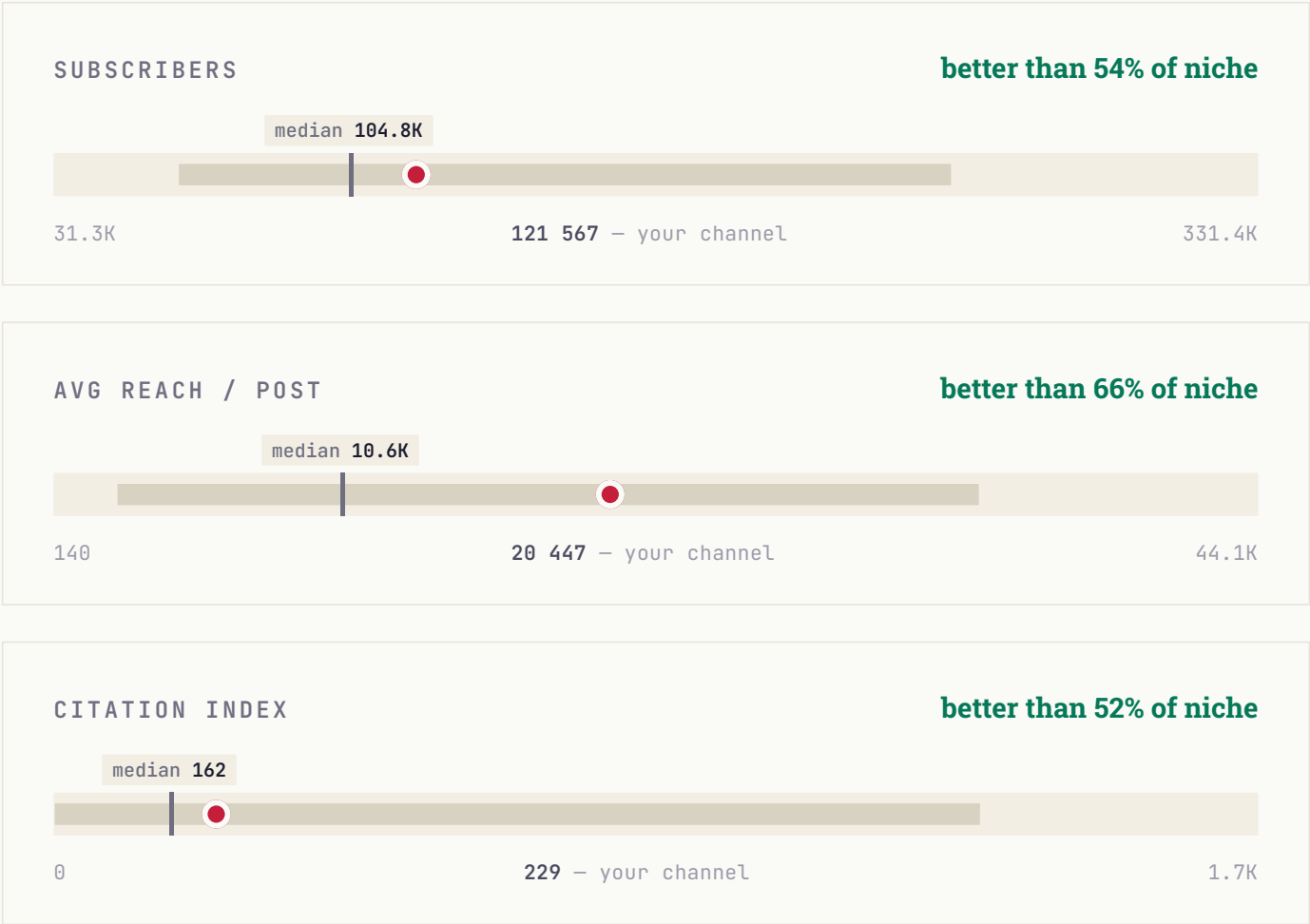
Where the channel stands in its league

Took top-100 channels in category «Business & Startups» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#42/100

RANK IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Friday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best time for
an important
post**

02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

05

Cross-promo with adjacent channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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